IN THE CLAIMS:

Please amend the claims as follows. The claims are in the format as required by 35 C.F.R. § 1.121.

1. (Currently amended) A computer-implemented method for the optimization of a process, comprising:

providing a system comprising:

an action selection algorithm computer, comprising:

a storage medium for storing an action database containing a set of actions and an action selection algorithm module comprising at least one action selection algorithm; and

a first processor for executing an action selection algorithm selected from the at least one action selection algorithm; and

a customer profiling computer comprising:

a storage medium containing a customer profile database and a customer profiling module comprising at least one customer profiling algorithm; and

a second processor for executing the at least one customer profiling algorithm;

receiving, by the customer profiling module on the customer profiling computer, information about a customer, wherein the information comprises one or more of clickstream data, information directly entered by the customer, and information acquired by an agent;

matching, by the customer profiling module on the customer profiling computer, the information about the customer ~~a plurality of customers~~ to a profile stored in the customer profile database based on the customer information and one or more of a customer need and a business context;

selecting, by the action selection algorithm module on the action selection algorithm computer, an action from a set of actions associated with the profile using an action selection algorithm, wherein each action in the set of actions is a unique stimulus, wherein the set of actions comprises a plurality of alternative actions for a specific context;

presenting, by the action selection algorithm module on the action selection algorithm computer, the action to [[a]] the customer ~~of the plurality of customers~~ associated with the profile;

receiving, by the action selection algorithm module on the action selection algorithm computer, a response to the action from the customer;

storing the response in the action selection database in the action selection algorithm computer;

repeating the selecting, presenting, [[and]] receiving and storing steps for each customer of [[the]] a plurality of customers;

~~so as to determine~~ determining a distribution of customer responses to the set of actions;

~~on the computer,~~ analyzing, by the action selection algorithm module, the distribution of responses to all actions of the set of actions presented to the customers associated with the profile, wherein the analysis identifies one action of the set of actions having a desired outcome; and

~~on the computer,~~ updating, by the action selection algorithm module, the action ~~selection algorithm~~ database based on the analysis of the distribution of responses, wherein future actions presented to customers associated with the profile are selected by the action selection algorithm module ~~based on~~ from the updated action ~~selection algorithm~~ database.

2. (Currently amended) The method of claim 1, wherein matching the information about the customer ~~the plurality of customers~~ to [[the]] a profile further comprises collecting historical information ~~on the plurality of customers~~.

3. (Currently amended) The method of claim 2, wherein ~~collecting~~ receiving information about a customer further comprises augmenting the information with information received from external sources.

4-5. (Cancelled).

6. (Currently amended) The method of claim 1, wherein the set of actions is specific to the profile, wherein each action in the set of actions is selected based on a response forecast, and wherein a response to the action presented to the customer is used to update the set of actions contained in the response forecast .

7. (Currently amended) The method of claim 6, wherein the action database contains a history of responses for each action, wherein the action selection algorithm ~~uses a~~ analyzes the history of responses [[for]] associated with the profile in selecting an action from the set of actions.

8-11. (Cancelled).

12. (Currently amended) A system for the optimization of a process, comprising:

a customer profiling computer comprising:

a first processor;

a machine readable media for storing a customer profile database containing instructions translatable for causing the ~~machine~~ customer profiling computer to:

receive information about a customer, wherein the information comprises one or more of clickstream data, information directly entered by the customer, and information acquired by an agent; and

match the information about the customer ~~a plurality of customers~~ to a profile stored in the customer profile database based on the customer information and one or more of a customer need and a business context; and

an action selection algorithm computer, comprising:

a second processor; and

a machine readable media for storing an action database containing a set of actions and a set of instructions translatable for causing the action selection algorithm computer to:

select an action from a set of actions ~~associated with the profile~~ using [[an]] the action selection algorithm, wherein each action in the set of actions is a unique stimulus, wherein the set of actions comprises a plurality of alternative actions for a specific context;

present the action to [[a]] the customer ~~of the plurality of customers~~ associated with [[the]] a profile;

receive a response to the action from the customer;

store the response in the action selection database in the action selection algorithm computer; and

repeat the select, present, [[and]] receive and store steps for each customer of [[the]] a plurality of customers;

~~so as to~~ determine, by the action selection algorithm module, a distribution of customer responses to the set of actions;

~~on the computer,~~ analyze, by the action selection algorithm module, the distribution of responses to all actions of the set of actions presented to the customers associated with the profile, wherein the analysis identifies one action of the set of actions having a desired outcome; and

~~on the computer,~~ update, by the action selection algorithm module, the action ~~selection algorithm~~ database based on the analysis of the distribution of responses, wherein future actions presented to customers associated with the profile are selected by the action selection algorithm module ~~based on~~ from the updated action ~~selection algorithm~~ database.

13-16. (Cancelled).

17. (Currently amended) The system of claim [[13]] 12, wherein the set of actions is specific to the profile, wherein each action in the set of actions is selected based on a response forecast, and wherein a response to the action presented to the customer is used to update the set of actions contained in the response forecast.

18-22. (Canceled).

23. (Currently amended) A system comprising:

a customer profiling computer comprising:

a first processor;

a machine readable media for storing a customer profile database;

a customer profiling module stored on the machine readable media; and

a computer-readable medium having a software program containing a set of instructions for executing by the customer profiling computer, wherein the set of instructions are translatable by the customer profiling module for: ~~computer-implemented method for selecting~~

~~select an action to be presented to a customer, comprising~~:

receiving, by the customer profiling module, information about a customer, wherein the information comprises one or more of clickstream data, information directly entered by the customer, and information acquired by an agent; and

matching the information about the customer to a profile of a plurality of profiles stored in the customer profile database based on the customer information and one or more of a customer need and a business context; and

an action selection algorithm computer comprising:

a second processor;

a machine readable media for storing an action database containing a set of actions;

an action selection algorithm module; and

a computer-readable medium having a software program containing a set of instructions for executing by the action selection algorithm computer, wherein the set of instructions are translatable by the action selection algorithm module for:

identifying a set of actions to be presented to a plurality of customers ~~associated with a~~ based on the profile associated with the plurality of customers, wherein each action in the set of actions is a unique stimulus, wherein the set of actions comprises a plurality of alternative actions for a specific context;

selecting, by the action selection algorithm module, an action from the set of actions using [[an]] the action selection algorithm;

presenting, by the action selection algorithm module, the action to a customer in the plurality of customers associated with the profile;

receiving a response to the action from the customer;

storing the response in the action selection database in the action selection algorithm computer; and

repeating the selecting, presenting, [[and]] receiving and storing steps for each customer of [[the]] a plurality of customers;

~~so as to determine~~ determining a distribution of customer responses to the set of actions;

on the computer, analyzing the distribution of responses to all actions of the set of actions presented to the customers associated with the profile, wherein the analysis identifies one action of the set of actions having a desired outcome; and

~~on the computer,~~ updating, by the action selection algorithm module, the action ~~selection algorithm~~ database based on the analysis of the distribution of responses, wherein future actions presented to customers associated with the profile are selected by the action selection algorithm module from the updated action database.

24. (Currently amended) The ~~method~~ set of instructions of claim 23, wherein the set of actions is specific to the profile, wherein each action in the set of actions is selected based on a response forecast, and wherein a response to the action presented to the customer is used to update the set of actions contained in the response forecast.

25 - 33. (Canceled).

34. (New) The method of claim 1, wherein the distribution of responses is analyzed to determine an action having the set of offers in a selected order to maximize profit.

35. (New) The method of claim 1, wherein the distribution of responses is analyzed to determine an action having the set of offers in a selected order to maximize revenue.

36. (New) The method of claim 1, wherein an action comprises a price list, wherein the set of actions comprises a discrete variation of the price list and wherein the distribution of responses to the variations of the price list is analyzed to determine a price list that maximizes at least one of profit and revenue.

37. (New) The method of claim 36, wherein the action presented to a customer is selected from the set of actions based on the price, wherein the price is below the customer's willingness to pay.

38. (New) The method of claim 23, wherein the set of instructions is operable to present an action having a set of offers, wherein the set of offers is presented in a selected order, wherein updating the action database comprises changing the order that a set of offers is presented to a customer.

39. (New) The method of claim 23, wherein the set of instructions is operable to present an action having a set of offers, wherein the offer is presented in a selected order, wherein updating the action database comprises changing the order that a set of offers is presented to a customer.

40. (New) The method of claim 38, wherein the action database is updated to present the set of offers in an order to maximize profit.

41. (New) The method of claim 38, wherein the action database is updated to present the set of offers in an order to maximize revenue.

42. (New) The method of claim 38, wherein a set of offers comprises a set of amenities, wherein each offer contains one or more amenities, wherein the distribution of responses is analyzed to determine which one or more amenities maximizes profit.

43. (New) The method of claim 38, wherein a set of offers comprises a set of amenities, wherein each offer contains one or more amenities, wherein the distribution of responses is analyzed to determine which one or more amenities maximizes revenue.